PHILIP MORRIS USA INTER-OFFICE CORRESPONDENCE

120 PARK AVENUE, NEW YORK, NY 10017-5592

TO: Dave Beran **DATE:** June 30, 1992

FROM: Alejandro Lopez

SUBJECT: **Benson & Hedges Special Kings Eye-Tracking-$28,000**

Project:
Attached for your approval is a Letter of Agreement between Perception Research Services, Inc. and Philip Morris to conduct a total of 175 interviews of smokers between the ages of 18 and 55; 100 interviews using the Benson & Hedges Special Kings Menthol advertisement, and 75 interviews using the Benson & Hedges Special Kings Non-menthol advertisement.

Budget:
The cost of conducting this research is $28,000 ± 10% and will be covered by the 1992 Consumer Research budget.

Competitive Bid:
Perception Research Services, Inc. was selected as the supplier for this project due to their expertise in conducting eye-tracking.

Alejandro Lopez _____ David Beran _____

#79

2045725153

Source: https://www.industrydocuments.ucsf.edu/docs/rkmj0004